

Pengaruh electronic word of mouth positif terhadap dimensi kepercayaan konsumen transjakarta = The effect of positive electronic word of mouth toward brand trust dimensions on transjakarta s consumer

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Abstrak

[Penelitian ini bertujuan untuk mengetahui pengaruh electronic word of mouth (eWOM) positif terhadap dimensi kredibilitas dan dimensi kepuasan performa kepercayaan konsumen Transjakarta™ yang kepuasannya pada saat ini rendah. Penelitian ini adalah penelitian field experiment dengan desain nonequivalent control group (dengan dan tanpa manipulasi eWOM) pretest-posttest. Partisipan adalah orang yang pernah menggunakan Transjakarta™ dan memiliki akun media sosial LINE™. Partisipan (n=85) dibagi menjadi dua kelompok dalam grup LINE™, yaitu kelompok eksperimen (KE) dan kelompok kontrol (KK). Penelitian dilakukan dengan memaparkan screen capture eWOM sebanyak delapan buah selama empat hari kepada kelompok eksperimen melalui LINE™. Hasil penelitian menunjukkan bahwa eWOM mempengaruhi dimensi kredibilitas dengan $t(44) = 4,211$, $p < 0,01$, $r^2 = 0,480$ dan dimensi kepuasan performa dengan $t(44) = 3,766$, $p < 0,01$, $r^2 = 0,329$ pada kepercayaan konsumen. Selain itu peningkatan skor rata-rata dimensi kredibilitas kepercayaan konsumen pada kelompok eksperimen secara signifikan lebih tinggi dibandingkan dengan kelompok kontrol dengan $t(82,112) = 1,962$, $p < 0,05$, $d = 2,425$. Namun peningkatan skor rata-rata dimensi kepuasan performa pada kelompok eksperimen tidak secara signifikan lebih tinggi dengan kelompok kontrol dengan $t(76,051) = 1,323$, $p > 0,05$, $d = 1,372$. Dengan demikian, pengelola Transjakarta™ dapat meningkatkan kepercayaan konsumennya dengan pemberian eWOM positif.;The objective of this study is to determine the effect of positive electronic word of mouth on credibility and performance satisfaction dimensions of brand trust on Transjakarta's consumer who has low consumer satisfaction. This study was a field experimental with nonequivalent control group (with or without eWOM manipulation) pretest-posttest design. Participants are the people who had experience using Transjakarta™ and use LINE™ social media. Participants (n=85) divided into two groups on LINE™, that are experiment group (n=45) and control group (n=40). The study conducted by giving eight screen capture of eWOM for four days to experiment group through LINE™. The results showed that eWOM affected credibility dimension with $t(44) = 4,211$, $p < 0,01$, $r^2 = 0,480$ and performance satisfaction dimension with $t(44) = 3,766$, $p < 0,01$, $r^2 = 0,329$. Further results showed that enhancement mean score of credibility dimension on experiment group was significantly higher than control group with

$t(82,112) = 1,962, p < 0,05, d = 2,425$. But enhancement mean score of performance satisfaction dimension on experiment group was not significantly higher than control group with $t(76,051) = 1,323, p > 0,05, d = 1,372$. Therefore, Transjakarta™ company can enhance brand trust of its consumer by giving positive eWOM. The objective of this study is to determine the effect of positive electronic word of mouth on credibility and performance satisfaction dimensions of brand trust on Transjakarta's consumer who has low consumer satisfaction. This study was a field experimental with nonequivalent control group (with or without eWOM manipulation) pretest-posttest design. Participants are the people who had experience using Transjakarta™ and use LINE™ social media. Participants (n=85) divided into two groups on LINE™, that are experiment group (n=45) and control group (n=40). The study conducted by giving eight screen capture of eWOM for four days to experiment group through LINE™. The results showed that eWOM affected credibility dimension with $t(44) = 4,211, p < 0,01, r^2 = 0,480$ and performance satisfaction dimension with $t(44) = 3,766, p < 0,01, r^2 = 0,329$. Further results showed that enhancement mean score of credibility dimension on experiment group was significantly higher than control group with $t(82,112) = 1,962, p < 0,05, d = 2,425$. But enhancement mean score of performance satisfaction dimension on experiment group was not significantly higher than control group with $t(76,051) = 1,323, p > 0,05, d = 1,372$. Therefore, Transjakarta™ company can enhance brand trust of its consumer by giving positive eWOM.]